GOVERNMENT OF INDIA
AGRO AND RURAL INDUSTRIES
LOK SABHA

UNSTARRED QUESTION NO:4970
ANSWERED ON:27.04.2005
SWOT ANALYSIS OF AGRO AND RURAL INDUSTRIES
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Will the Minister of AGRO AND RURAL INDUSTRIES be pleased to state:

(a) whether it is a fact that Standing Committee on Industry has recommended to undertake assessment of SWOT analysis of agro and rural industries to remove problems being faced by agro and rural industries;

(b) whether the Committee also recommended to formulate strategy to combat the negative impact of globalization and liberalization;

(c) whether the Committee further recommended to undertake policy initiative and policy amendments vis-a-vis changing market economy; and

(d) if so, the action taken on the above stated recommendations and the details of the benefits accrued therefrom?

Answer

MINISTER OF SMALL SCALE INDUSTRIES & AGRO AND RURAL INDUSTRIES (SHRI MAHABIR PRASAD)

(a)to(c): Yes, Sir.

(d): The agro and rural industries (ARI) sector mainly consists of khadi and village (including cottage) industries and coir industries. The products of the ARI sector are thus traditional, location specific and indigenous.

The Government in the Ministry of ARI and its various agencies have undertaken several studies of the schemes in their fold, assess the strengths, weaknesses, opportunities and threats being faced by the ARI sector and address the problems and constraints. In the recent past, such studies of the Rural Employment Generation Programme (REGP), village industries, minimum export price (MEP) scheme of coir products, Pradhan Mantri Rozgar Yojana (PMRY), etc., have been taken up.

The Government has been providing support to the sector to help it remain competitive and export-oriented in the globalising economy. These measures include providing facilities for quality control of products, financial assistance for participation in national and international exhibitions, assistance for technology upgradation, research and development, etc. As a result, indicators like generation of employment under the REGP and PMRY, production in the khadi and village industries (KVI) sector, exports by the coir sector, etc., have been showing a growing trend over the past few years, as summarized in the table below:

Growth Trends in ARI Sector

Sl.No.	Year	REGP (employment- lakh persons)	PMRY (employment- lakh persons)	KVI Products (value in Rs. crores)	Coir Products (value in Rs. crores)	Coir Products (export in Rs. crores)
1	2001-02	3.43	2.85	7140.52	1320.00	320.58
2	2002-03	3.61	2.86	8569.37	1490.00	352.70
3	2003-04	4.71	3.25	9681.77	1750.00	407.49

Note: Figures for 2004-05 not yet fully available.